SPECIAL FEATURE NO. 3-2111 AUGUST 15, 1978
ARTHUR SMALL

"ELVIS REMEMBERED"
(FIRST ANNIVERSARY OF ELVIS PRESLEY'S DEATH - AUGUST 16)
(TAPE INSERTS AVAILABLE IN LIBRARY)

TAPE: CUT ONE: "HOUND DOG." ESTABLISH, THEN FADE UNDER AND OUT.

VOICE: ONE YEAR AGO TODAY (AUGUST 16), ELVIS PRESLEY, THE KING OF ROCK 'N ROLL, PASSED AWAY. HE WAS JUST FORTY-TWO YEARS OF AGE.

REACTION TO HIS UNTIMELY DEATH WAS UNBELIEVABLE. IN MEMPHIS, TENNESSEE, THE CITY WHERE HE WAS RAISED, THE CITY HE ALWAYS REFERRED TO AS HOME, THE TELEPHONE SYSTEM COULD NOT HANDLE THE CALLS COMING INTO THE CITY.

COUNTLESS RADIO STATIONS THROUGHOUT THE ENGLISH-SPEAKING WORLD CANCELLED ALL REGULAR PROGRAMS AND PLAYED NOTHING BUT THE SONGS OF ELVIS PRESLEY. TWO EUROPEAN STATIONS SUSPENDED REGULAR PROGRAMMING THE MOMENT THE NEWS OF HIS DEATH WAS ANNOUNCED. NEWSPAPERS IN CHILE STOPPED THE PRESSES AND RADIO STATIONS ALTERED THEIR PROGRAMS TO RECOUNT HIS LIFE.

NO OTHER PERFORMER HAS HAD SUCH AN IMPACT ON CULTURE AROUND THE WORLD. COMMUNIST NEWSPAPERS SAID HE WAS A "WEAPON IN THE AMERICAN PSYSCHOLOGICAL WAR."

THIS PIED PIPER OF ROCK 'N ROLL SENT HIS FANS INTO MASS HYSTERIA. PARENTS THOUGHT HE WAS IN LEAGUE WITH THE DEVIL ... THEIR CHILDREN ADORED HIM. (PAUSE) HERE'S A TYPICAL COMMENT FROM A PRESLEY FAN ...

TAPE: CUT TWO -- PRESLEY FAN.

"HE'S MY NUMBER ONE SINGER, OF ALL TIME. I HOPE TO NAME MY KID (CHILD) AFTER HIM SOMEDAY. I JUST LOVE THE GUY. I KNOW THAT SOUNDS KIND OF WEIRD ... BUT I JUST LOVE THE GUY."

VOICE: FOLLOWING HIS DEATH, AT LEAST A DOZEN WOULD-BE SUCCESSORS TO KING ELVIS APPEARED ON THE SCENE. NONE CAME CLOSE TO WEARING HIS CROWN.

BOOKS ABOUT THE "REAL" ELVIS PRESLEY ROLLED OFF THE PRESSES AND FLOODED THE MARKET. ONE, TITLED "THE MINSTREL," SOLD FOR TWO HUNDRED-AND-FIFTY DOLLARS A COPY AND BECAME A PUBLISHING PHENOMENON.

OPT

ONE OF AMERICA'S MAJOR TELEVISION NETWORKS PAID TRIBUTE TO ELVIS ALMOST IMMEDIATELY FOLLOWING HIS DEATH. AND ON THIS TRIBUTE, THE VIEWERS HEARD A SPECIAL MESSAGE FROM VERNON PRESLEY, ELVIS' FATHER.

TAPE: CUT THREE -- VERNON PRESLEY

"GOOD EVENING, LADIES AND GENTLEMEN. I'D LIKE TO TAKE THIS OPPORTUNITY TO THANK YOU FOR YOUR MANY CARDS AND LETTERS AND THE FLOWERS YOU SENT TO ME AND OUR FAMILY DURING OUR TIME OF GRIEF OF THE LOSS OF MY SON, ELVIS. I JUST WANTED YOU TO KNOW THAT WE DID RECEIVE THEM ALL AND EVENTUALLY WE'LL GET AROUND TO ANSWERING THE MAJORITY OF THEM."

VOICE: WHO WAS THIS MAN PRESLEY? WAS HE AN ARTIST OR JUST A FALSE IDOL OF LITTLE TALENT TO THE FOLLOWERS OF THE ROCK CULTURE?

STEVE ALLEN, ONE OF AMERICA'S MOST POPULAR ENTERTAINERS FOR THE PAST QUARTER CENTURY, IN AN ARTICLE THAT APPEARED IN AN ISSUE OF THE "U. S. NEWS AND WORLD REPORT," WROTE: "... THE FACT THAT SOMEONE WITH SO LITTLE ABILITY BECAME THE MOST POPULAR SINGER IN HISTORY SAYS SOMETHING SIGNIFICANT

VOICE: (CONT'D) ABOUT OUR CULTURAL STANDARDS." ALLEN'S COMMENTS TRIGGERED AN OUTPOURING OF PROTEST LETTERS FORM AROUND THE WORLD.

CONTROVERSIAL OR NOT, ELVIS PRESLEY WILL BE WELL REMEMBERED ONE YEAR AFTER HIS DEATH. MANY, MANY RADIO STATIONS WILL SALUTE THE KING OF ROCK N' ROLL. 443 STATIONS OF THE AMERICAN BROADCASTING COMPANY'S COMTEMPORARY RADIO NETWORK WILL CARRY A SPECIAL THREE HOUR PROGRAM SALUTING THIS MAN. UNDOUBTEDLY ONE OF THE SONGS THEY WILL FEATURE WILL THIS... ONE OF THE LAST SONGS HE RECORDED ... "AND I LOVE YOU SO."

TAPE: CUT FOUR -- "AND I LOVE YOU SO." CAN BE FADED OUT AT WILL. OVERALL TIME: 3:38.

ADDITIONAL MUSIC:

FAIRYTALE: (2:50)

LITTLE SISTER (1:51)

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WH/GS